



This form is used in preparation of the **WUST** program. Entries on this form should be transferred to the University Board for approval.

1. General Information

Title:		Business Administration					
Qualification (according to major):		Bachelor of Business Administration (BA)		Number of Credits:		240	
QF Level (VI, VII or VIII)		VI		Level of higher Education (I, II or III)		I	
Available Concentrations:		Business Administration					
Responsible School(s):		Business and management					
Program Leader(s):		Dr. Farzad Ghasemzadeh					
Language of Instruction:		English					
Enrolment Requirement provided by the Law on HE		- High School Diploma or Equivalent - University Exam in General Business Concepts and English (B2) - In-person Interview. - Application, Motivation, and Interview. - Proof of Proficiency in English at a level B2					
Minor qualification:	y	Available for online enrolment	Y	Available for exchange students:	Y	Work experience/ placement:	N
Available for Non-degree students:	Y	Prior Registration Requirement	Y	Other		Other	
Estimated student numbers		50 per intake		Program replaces: (if any)			
Date of possible implementation:				Date of proposal:			



2. Aims and Learning Outcomes

Objectives:	This program is primarily designed to offer a versatile education in business management. Students will build professional competence, gain knowledge and practical skills in management, finance, accounting, marketing and business communications. Students can choose from a broad range of subjects, which give them an opportunity and flexibility to broaden their knowledge, including building up minor qualification in various fields. In this program students will develop skills and confidence so they can be part of the global business environment. They will be taught how to be innovative and they will gain new insights into current business issues. Students will develop competencies which will prepare them for responsible managerial roles within a variety of organizational/entrepreneurial settings.
Generic Learning Outcomes:	- Handle issues from a variety of viewpoints - Understand and evaluate theoretical frameworks - Undertake a piece of appropriate independent research - Identify appropriate practical strategies - Develop capabilities in working with others - Construct, analyse and evaluate different forms of argument and present them in a logical and coherent manner.
Subject Specific Learning Outcomes:	Knowledge and Understanding - Demonstrate knowledge and understanding of key business foundation disciplines such as management, marketing, Finance and accounting; - Understand the major concepts of Business across functional areas; - Demonstrate critical knowledge and understanding of a range of activities within the key business functional areas such as innovation management. Applying Knowledge - Define and formulate real-world problems in business terms and plan for a rational and knowledge-based solution using statistical and business techniques; - Deal with business/management problems and issues in order to produce recommendations for decision and subsequent action; - Identify and select relevant sources of business data. Making Judgements - Be able to identify, analyse and solve business-related problems and opportunities and to make effective decisions; - Interpret causes of problems and potential consequences of decision alternatives; - Analyse and interpret an organization's financial information as a basis for decision making. Communication skills - Communicate clearly and persuasively through written and oral reports by stating clear purpose, demonstrating professional quality vocabulary and using appropriate presentation media. Learning skills - Be able to identify, reflect upon and address personal learning needs both in general and in the program specific fields. Values - Understand and be able to display appropriate personal behavior and business etiquette in a variety of business, interpersonal and social situations; - Understand concepts associated with business ethics and the impact of business ethics on corporate governance.



3. Modularized Components referring to Learning Outcomes

Profile composition elements are grouped in General Competence (GC), Business Administration (BA) and minor qualification components. Whereby, instead or along with electives in GC and BA, there is a possibility to acquire 60 credits for minor in International Law (IL), Informatics (IT), Politics (PO) or International Relations (IR) upon student's choice.

From GC components 3 core and at least 3 electives shall be taken to acquire overall 36-48 credits.

For shaping the major qualification from BA components all core courses and respective number of elective courses shall be taken to acquire at least overall 120 credits.

All other credits acquired in elective courses may be used for reaching the target of overall 240 credits whereas in case of acquisition of 60 credits either in IL, IT, PO or IR respective minor qualification is awarded.

3.1. General Competencies (GC)

No	Modules & Components	ECTS Credits								
		status (core/elective)	I Year		II Year		III Year		IV Year	
			I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	VII Semester	VIII Semester
1	Critical Thinking and Logic	C	6							
2	Writing and Reporting for Success	C	6							
3	Research Methods	C				6				
4	Communication and Negotiation	E		6						
5	Presenting for Success	E		6						
6	Introduction to Philosophy	E	6							
7	History of World Civilization	E	6							
8	Introduction to Law	E		6						
9	Introduction to Sociology and Social Psychology	E				6				



3.2. Business Administration (BA)

No	Modules & Components	ECTS Credits								
		status (core/elective)	I Year		II Year		III Year		IV Year	
			I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	VII Semester	VIII Semester
1	Calculus	C		6						
2	Introduction to Statistics	C				6				
3	The Legal Environment of Business	C	6							
4	Linear Algebra and Analytical Geometry	C	6							
5	Introduction to Management Practice	C		6						
6	Essentials of Marketing	C			6					
7	Financial Accounting I	C		6						
8	Principles of Microeconomics	C		6						
9	Principles of Macroeconomics	C		6						
10	Financial Accounting II	C			6					
11	Corporate Finance I	C				6				
12	Essentials of Marketing Planning	E						6		
13	Introduction to Consumer Behaviour	E						6		
14	Introduction to Derivatives	E							6	
15	Essentials of Financial Analysis	E						6		
16	Essentials of Corporate Transactions	E						6		
17	Essentials of Channels of Distributions	E						6		
18	Introduction to Strategic and International Management	E						6		
19	Introduction to Financial Markets	E						6		
20	Introduction to Econometric Analysis	E						6		
21	Essentials of Global Marketing	E						6		
22	Research Skills, Modelling and Data Analysis	E					6			
23	Project Management Practice	E						6		
24	Human Resources Management	E			6					
25	Sales Relationship	E				6				



26	Introduction to International Business	E				6				
27	Corporate Finance II	E					6			
28	Essentials of Operations and Processes	E					6			
29	Introduction to Management Accounting	E					6			
30	Marketing Research	E						6		
31	Investments and Valuation	E						6		
32	International Trade	E						6		
33	International Finance	E						6		
34	Introduction to Business Planning and Entrepreneurship	E								6
35	Business Incubator	E								6

3.3. Eligible for Minor in Informatics (IT)

No	Modules & Components	status (core/elective)	ECTS Credits							
			I Year		II Year		III Year		IV Year	
			I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	VII Semester	VIII Semester
1	Introduction to Programming	C	6							
2	Operating System Architecture	E		6						
3	Structured Programming	E		6						
4	Linear Programming and Optimization	E			6					
5	Object Oriented Programming	E			6					
6	Algorithms	E			6					
7	Relational Databases	E				6				
8	Network Concepts	E				6				
9	Numerical Analysis	E				6				
10	High Technology Programming	E					6			
11	Database Administration	E					6			
12	Data Structures	E					6			
13	Digital Law	E					6			
14	Hardware Oriented Programming	E						6		



15	Web Technologies	E						6		
16	Cryptography	E						6		
17	System Programming	E						6		
18	Web Development								6	

3.4. Eligible for Minor in Law (IL)

No	Modules & Components	status (core/elective)	ECTS Credits							
			I Year		II Year		III Year		IV Year	
			I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	VII Semester	VIII Semester
1	International Law	C			6					
2	Comparative Constitutional Law	E				6				
3	Human Rights	E					6			
4	Comparative Administrative Law	E						6		
5	Comparative Contract Law	E					6			
6	Private International Law	E						6		
7	International Commercial Litigation	E							6	
8	EU law	E					6			
9	Law of International Organizations	E						6		
10	International Environmental Law	E							6	
11	International Maritime Law	E								6



3.5. Eligible for Minor in Politics (PO)

No	Modules & Components	ECTS Credits								
		status (core/elective)	I Year		II Year		III Year		IV Year	
			I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	VII Semester	VIII Semester
1	Introduction to Politics	C	6							
2	Comparative Politics	E		6						
3	Political Ideologies	E			6					
4	Political Communication	E				6				
5	European Integration	E						6		
6	Comparative Party Politics and Party Systems	E						6		
7	Public Policy	E				6				
8	Civil Society	E					6			
9	Leadership and Ethics in Government	E					6			
10	Introduction to Public Administration	E			6					
11	Research Project/Thesis in PO	E								18

3.6. Eligible for Minor in International Relations (IR)

No	Modules & Components	ECTS Credits								
		status (core/elective)	I Year		II Year		III Year		IV Year	
			I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	VII Semester	VIII Semester
1	Introduction to IR	C	6							
2	Political Economics of IR	E				6				
3	History of International Relations	E				6				
4	International Conflict Analysis & Resolution	E					6			
5	International Organizations	E			6					
6	World Politics	E		6						



7	Geopolitics	E					6			
8	International Security	E					6			
9	Georgian Foreign Policy	E					6			
10	US Foreign Policy	E						6		
11	Research Project/Thesis in IR	E								18
ECTS credits			Per semester		30	30	30	30	30	30
			Per year		60	60	60	60	60	60
			240							

4. Methods of Achieving Learning Outcomes and Assessment:

Rationale between employed methods and achievement of learning outcomes:

The thorough basis of core courses provides students with solid background in diverse areas of business/management, social science and communication broadening their understanding of given areas and their sub-fields. The core courses are offered along the program and enable students to shape and apply their knowledge and skills (theoretical and practical), for future successful employment in various organizations or entrepreneurial activities.

The other set of elective courses is essential for developing the professional competence, knowledge and practical skills in Business Administration, as well they could be used to complete minor in different areas and enable students to deepen their understanding of IT, IL or other fields and broaden competencies in selected sub-areas.

The program enhances the development of both research and managerial/practical skills through employed teaching methodology which is based on mixture of interactive teaching (including class discussions) and promotion of independent personal and group learning through combination of theoretical components, problem solving and practical experience, aiming at development of knowledge, skills and values needed for successful implementation and participation in managerial/entrepreneurial activities in line with the requirements of constantly changing complex business environment and labour market.

Grading System:

Number of points	Grading Scale (short description)
91-100	A (excellent)
81-90	B (very good)
71-80	C (good)
61-70	D (satisfactory)
51-60	E (sufficient)
41-50	FX (reseat in the same semester)
0-40	F (Fail)

5. Resources Resource needs essential for program delivery:

Resource needs essential for program delivery:

Name	Description
Literature	library resources (including electronic literature) are available